

FIG.1

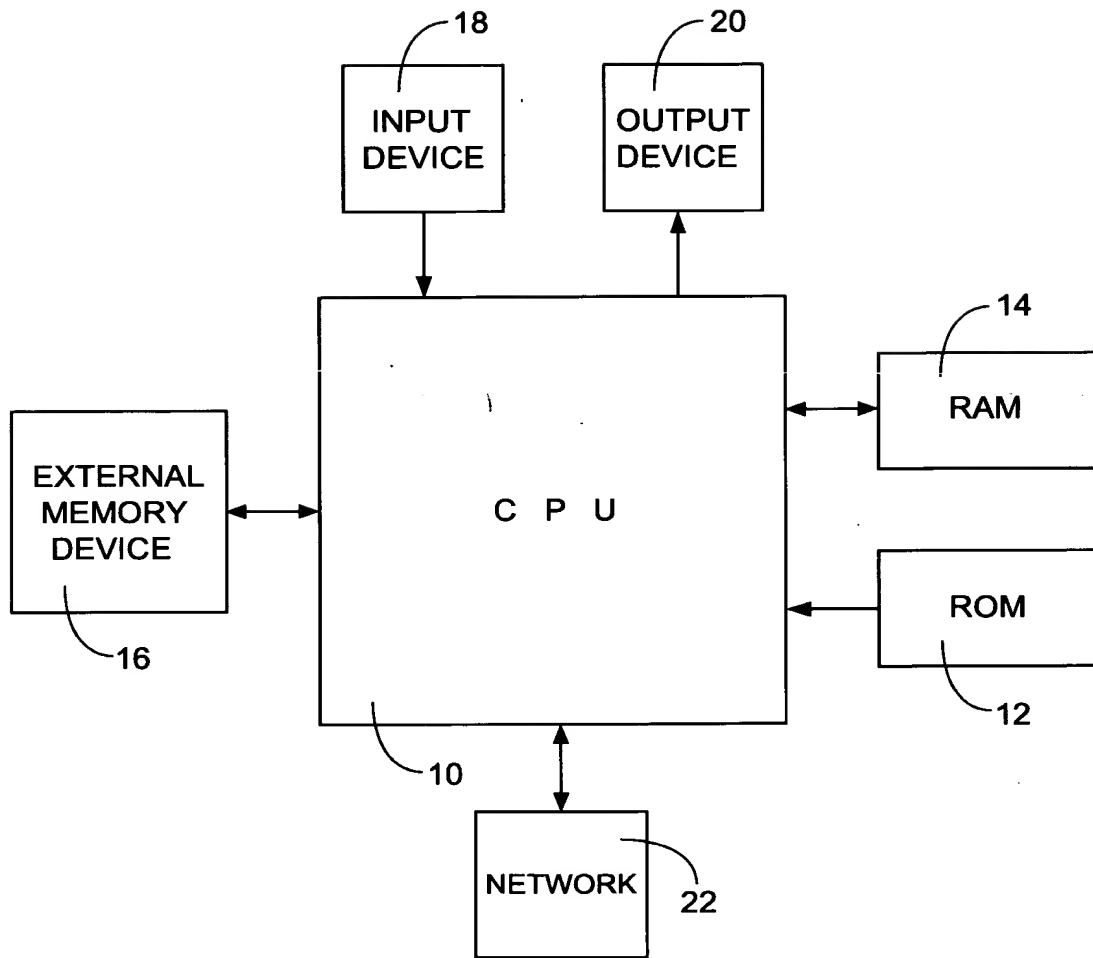


FIG.2

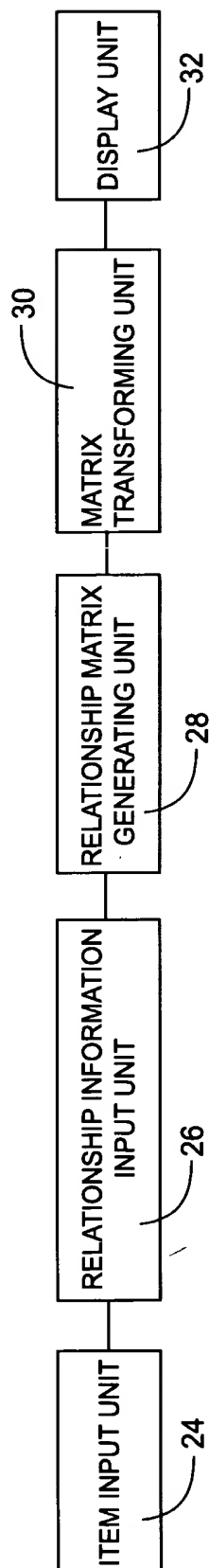
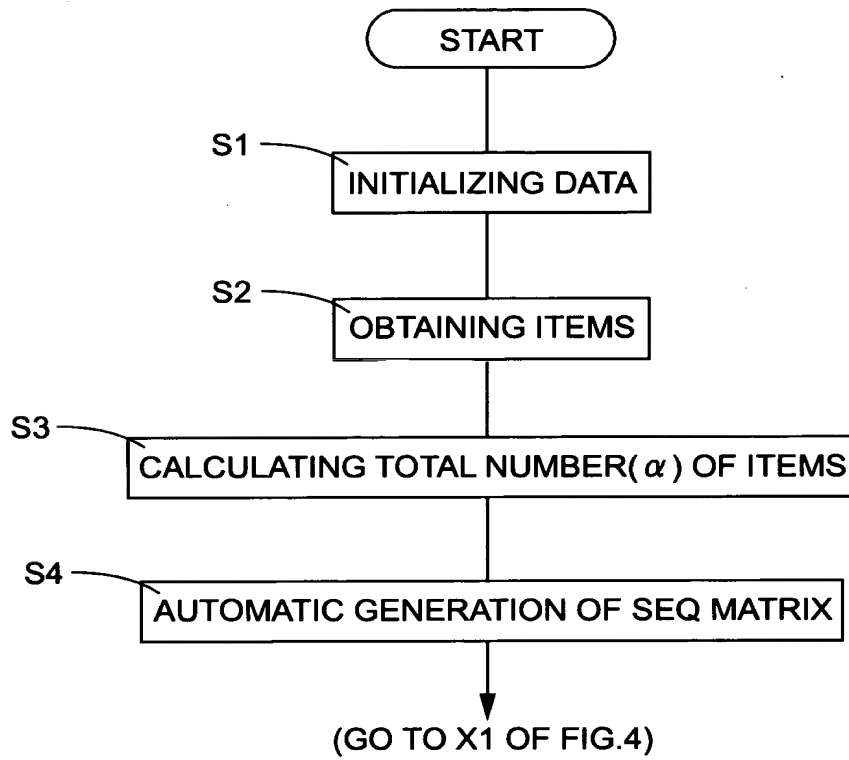
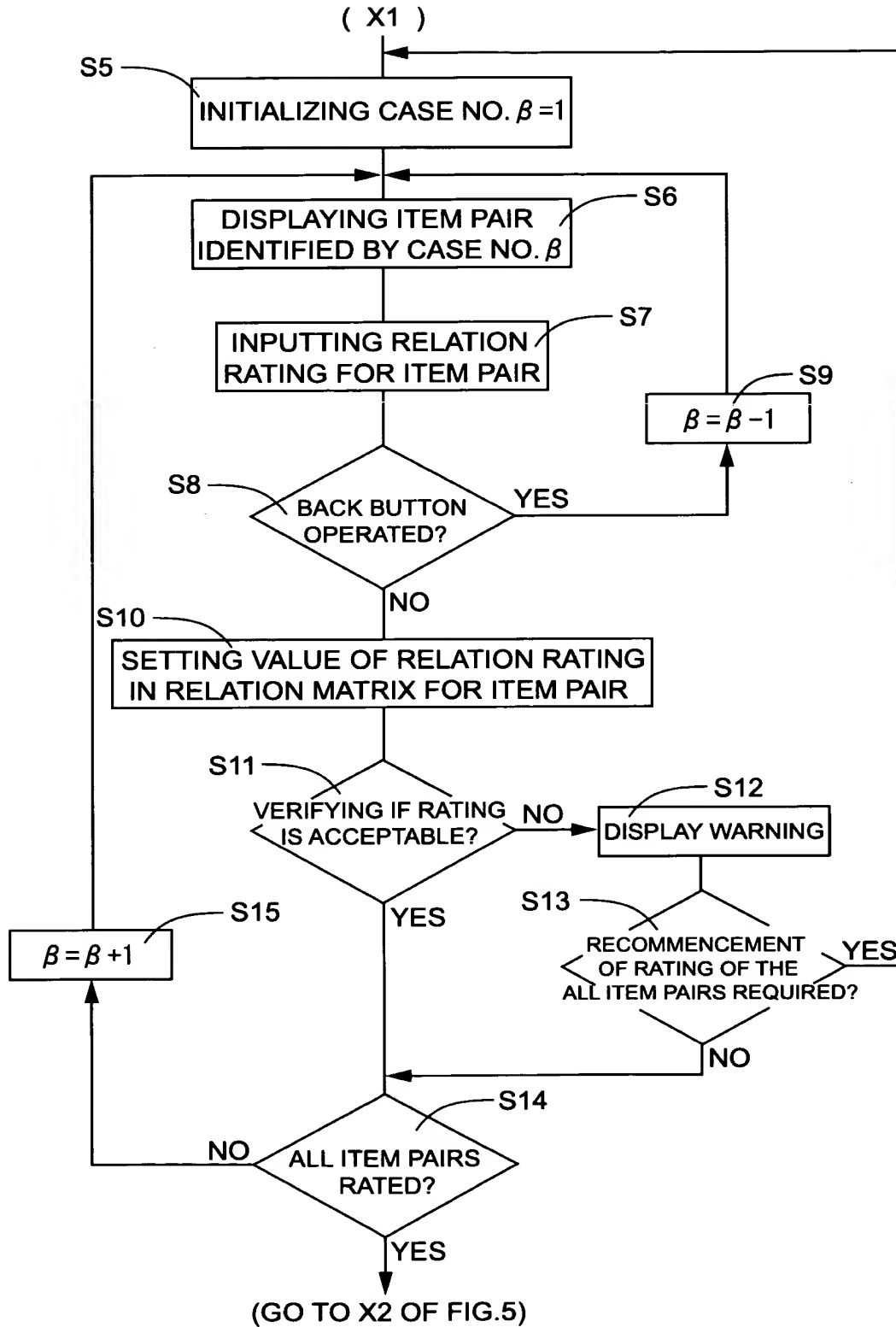


FIG.3



# FIG.4



# FIG.5

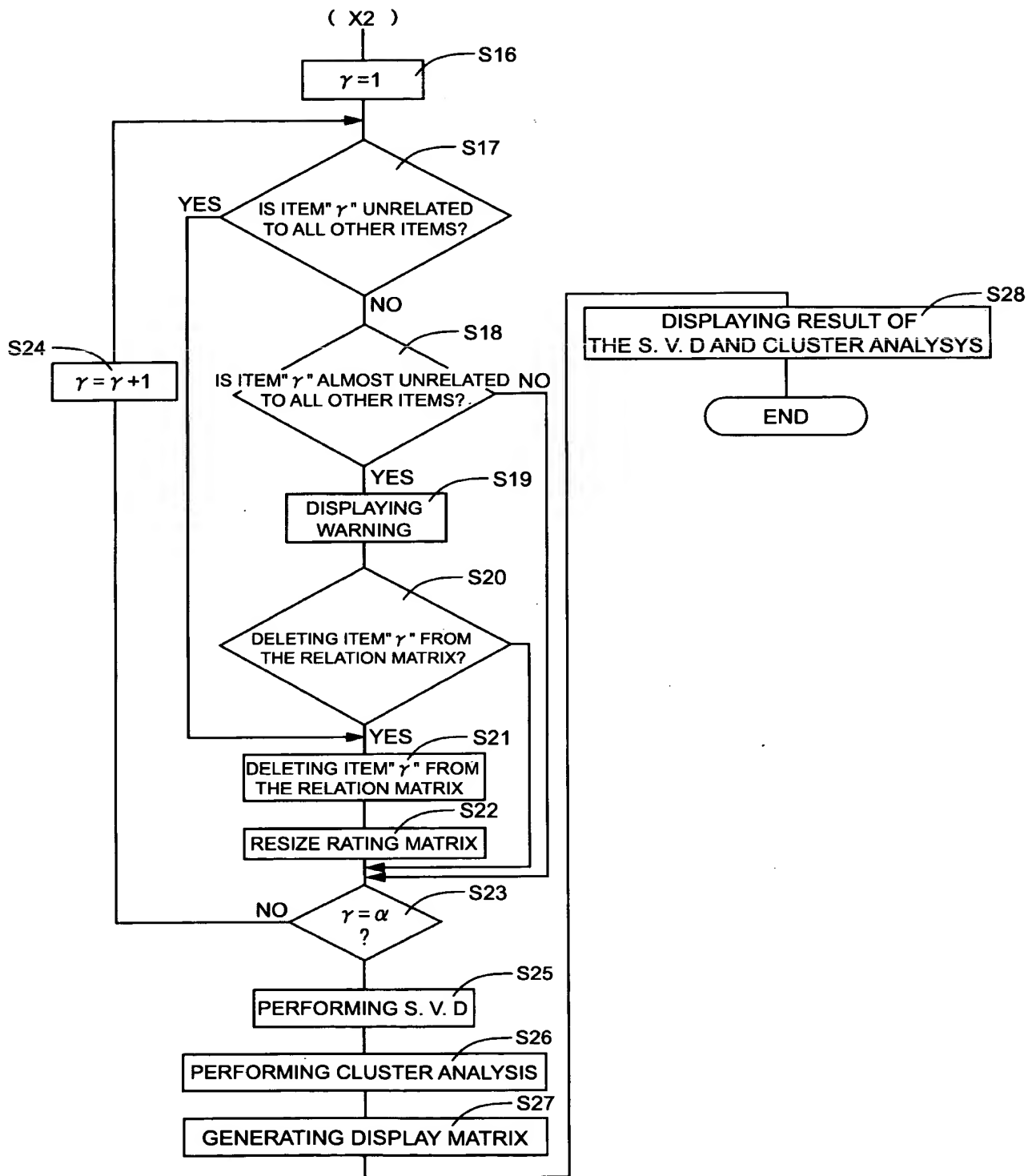


FIG.6

36

ITEM NO.1	
ITEM NO.2	New business model(S/C)
ITEM NO.3	Talk with Mr. Ohshita
ITEM NO.4	Talk with Ms. Osaka
ITEM NO.5	Plan for new office
ITEM NO.6	File patent for P1
ITEM NO.7	Visualize subconsciousness
ITEM NO.8	Patentability of input matrix
ITEM NO.9	Brand new demo
ITEM NO.10	Patentability of morphology
ITEM NO.11	Patentability of S/C model
ITEM NO.12	Automatic class finder
	Real time C/R system

# FIG.7(a)

Seq. No.	Row item	Col item
1	1	9
2	2	3
3	4	5
4	6	7
5	8	9
6	1	2
7	3	4
8	5	6
9	7	8
10	1	3
11	2	4
12	3	5
13	4	6
14	5	7
15	6	8
16	7	9
17	1	4
18	2	5
19	3	6
20	4	7
21	5	8
22	6	9
23	1	5
24	2	6
25	3	7
26	4	8
27	5	9
28	1	6
29	2	7
30	3	8
31	4	9
32	1	7
33	2	8
34	3	9
35	1	8
36	2	9

# FIG.7(b)

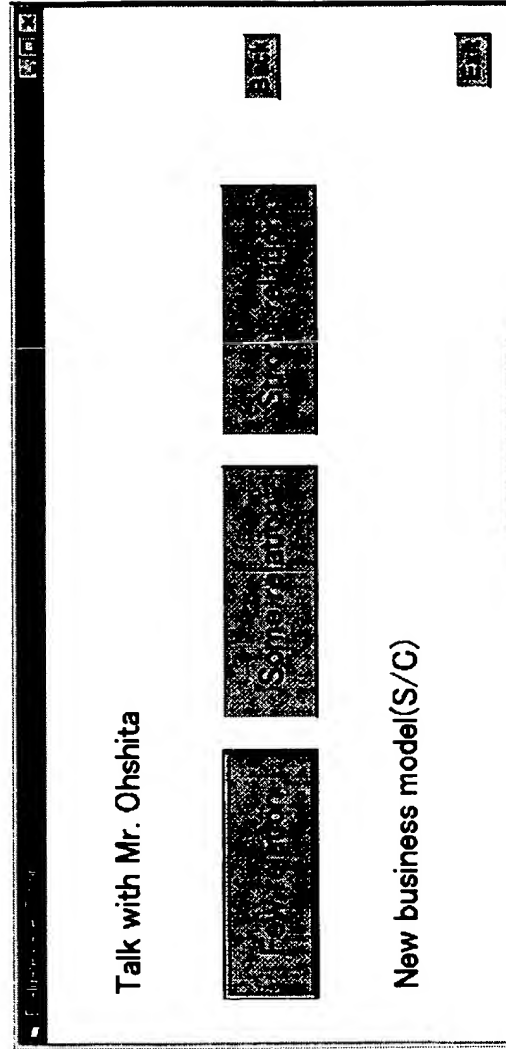
	1	2	3	4	5	6	7	8	9
1		1*2	1*3	1*4	1*5	1*6	1*7	1*8	1*9
2			2*3	2*4	2*5	2*6	2*7	2*8	2*9
3				3*4	3*5	3*6	3*7	3*8	3*9
4					4*5	4*6	4*7	4*8	4*9
5						5*6	5*7	5*8	5*9
6							6*7	6*8	6*9
7								7*8	7*9
8									8*9
9									

# FIG.7(c)

	1	2	3	4	5	6	7	8	9
1		6	10	17	23	28	32	35	1
2			2	11	18	24	29	33	36
3				7	12	19	25	30	34
4					3	13	20	26	31
5						8	14	21	27
6							4	15	22
7								9	16
8									5
9									

FIG.8

38





# FIG.9

40

	New business model(S/C)	Talk with Mr. Ohshita	Talk with Ms. Osaka	Plan for new office	File patent for P1	Visualize subconsciousness	Patentability of input matrix	Brand new demo	Patentability of morphology	Patentability of S/C model	Automatic class finder	Real time C/R system
New business model(S/C)	3	2	2	0	1	1	2	1	1	2	0	2
Talk with Mr. Ohshita	2	3	1	0	0	2	0	1	1	1	2	2
Talk with Ms. Osaka	2	1	3	0	2	2	1	1	1	2	2	2
Plan for new office	0	0	0	3	0	1	0	2	0	1	0	0
File patent for P1	1	0	2	0	3	1	2	0	2	2	1	1
Visualize subconsciousness	1	2	2	1	1	3	1	1	1	1	2	1
Patentability of input matrix	2	0	1	0	2	1	3	0	2	2	1	2
Brand new demo	1	1	1	2	0	1	0	3	0	0	0	1
Patentability of morphology	1	1	1	0	2	1	2	0	3	2	0	1
Patentability of S/C model	2	1	2	1	2	1	2	0	2	3	0	2
Automatic class finder	0	2	2	0	1	2	1	0	0	0	3	0
Real time C/R system	2	2	2	0	1	1	2	1	1	2	0	3

# FIG.10

42  
44 46

Item	Relative marginal frequency	axis #1 (X)			axis #2 (Y)			axis #3 (Z)			Cluster
		Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	
New business model(S/C)	0.097	-0.143	0.005	0.091	-0.149	0.013	0.099	-0.381	0.164	0.645	1
Talk with Mr. Ohshita	0.085	-0.014	0.000	0.000	0.534	0.145	0.543	-0.370	0.137	0.262	2
Talk with Ms. Osaka	0.108	-0.159	0.007	0.183	0.170	0.019	0.210	0.019	0.001	0.003	2
Plan for new office	0.040	2.241	0.546	0.919	-0.374	0.033	0.026	0.501	0.117	0.046	3
File patent for P1	0.085	-0.430	0.043	0.424	-0.255	0.033	0.149	0.380	0.144	0.331	1
Visualize subconsciousness	0.097	0.152	0.006	0.110	0.379	0.083	0.686	0.138	0.022	0.090	2
Patentability of input matrix	0.091	-0.415	0.043	0.450	-0.321	0.056	0.269	0.137	0.020	0.049	1
Brand new demo	0.057	1.370	0.292	0.890	0.034	0.000	0.001	-0.335	0.075	0.053	3
Patentability of morphology	0.080	-0.413	0.037	0.337	-0.425	0.086	0.357	0.152	0.022	0.046	1
Patentability of S/C model	0.102	-0.130	0.005	0.076	-0.395	0.095	0.698	0.054	0.004	0.013	1
Automatic class finder	0.063	-0.243	0.010	0.042	1.063	0.423	0.799	0.423	0.131	0.127	2
Real time C/R system	0.097	-0.143	0.005	0.091	-0.149	0.013	0.099	-0.381	0.164	0.645	1
New business model(S/C)	0.097	-0.143	0.005	0.091	-0.149	0.013	0.099	-0.381	0.164	0.645	1
Talk with Mr. Ohshita	0.085	-0.014	0.000	0.000	0.534	0.145	0.543	-0.370	0.137	0.262	2
Talk with Ms. Osaka	0.108	-0.159	0.007	0.183	0.170	0.019	0.210	0.019	0.001	0.003	2
Plan for new office	0.040	2.241	0.546	0.919	-0.374	0.033	0.026	0.501	0.117	0.046	3
File patent for P1	0.085	-0.430	0.043	0.424	-0.255	0.033	0.149	0.380	0.144	0.331	1
Visualize subconsciousness	0.097	0.152	0.006	0.110	0.379	0.083	0.686	0.138	0.022	0.090	2
Patentability of input matrix	0.091	-0.415	0.043	0.450	-0.321	0.056	0.269	0.137	0.020	0.049	1
Brand new demo	0.057	1.370	0.292	0.890	0.034	0.000	0.001	-0.335	0.075	0.053	3
Patentability of morphology	0.080	-0.413	0.037	0.337	-0.425	0.086	0.357	0.152	0.022	0.046	1
Patentability of S/C model	0.102	-0.130	0.005	0.076	-0.395	0.095	0.698	0.054	0.004	0.013	1
Automatic class finder	0.063	-0.243	0.010	0.042	1.063	0.423	0.799	0.423	0.131	0.127	2
Real time C/R system	0.097	-0.143	0.005	0.091	-0.149	0.013	0.099	-0.381	0.164	0.645	1

FIG.11 48

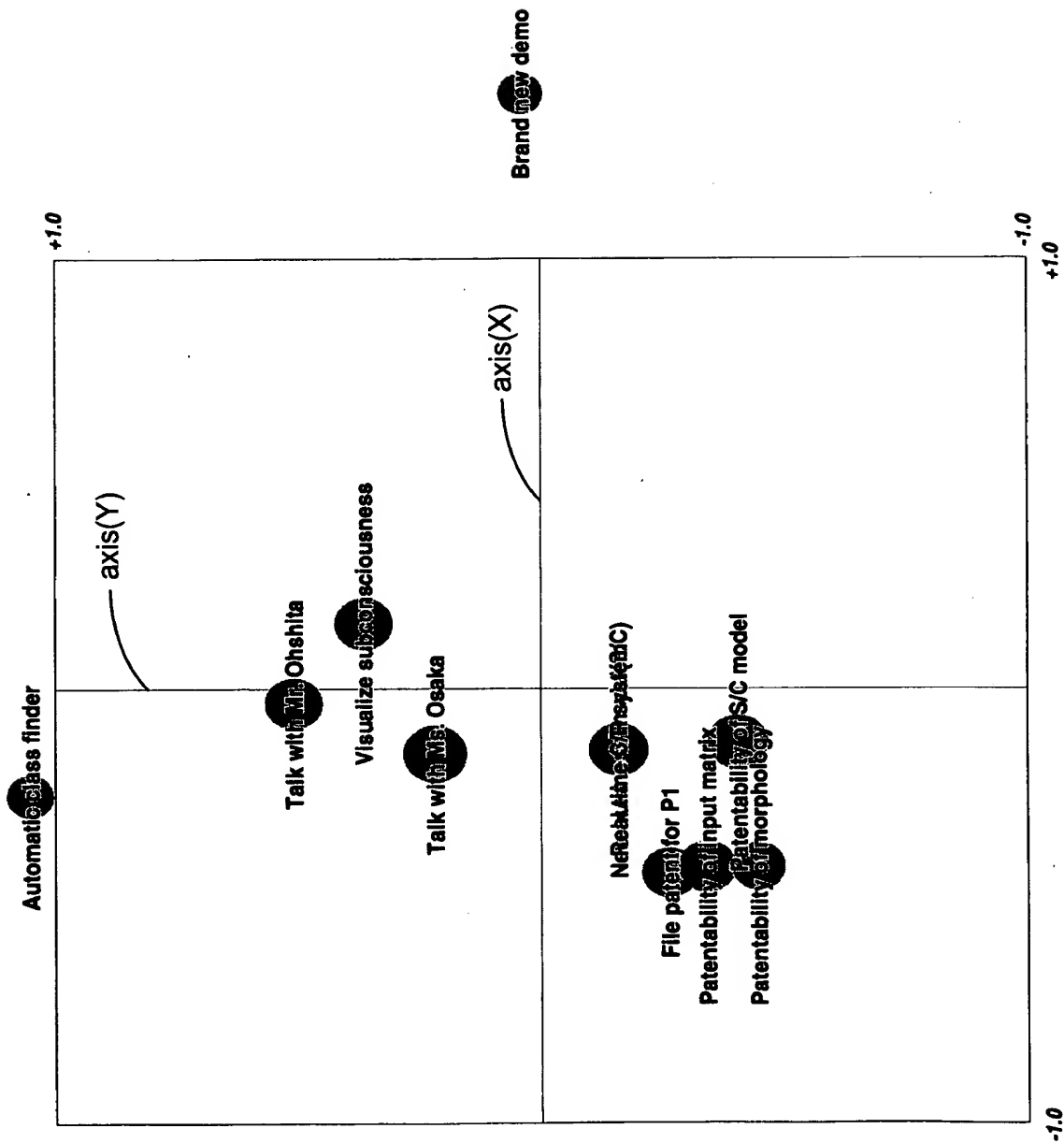
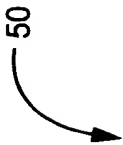
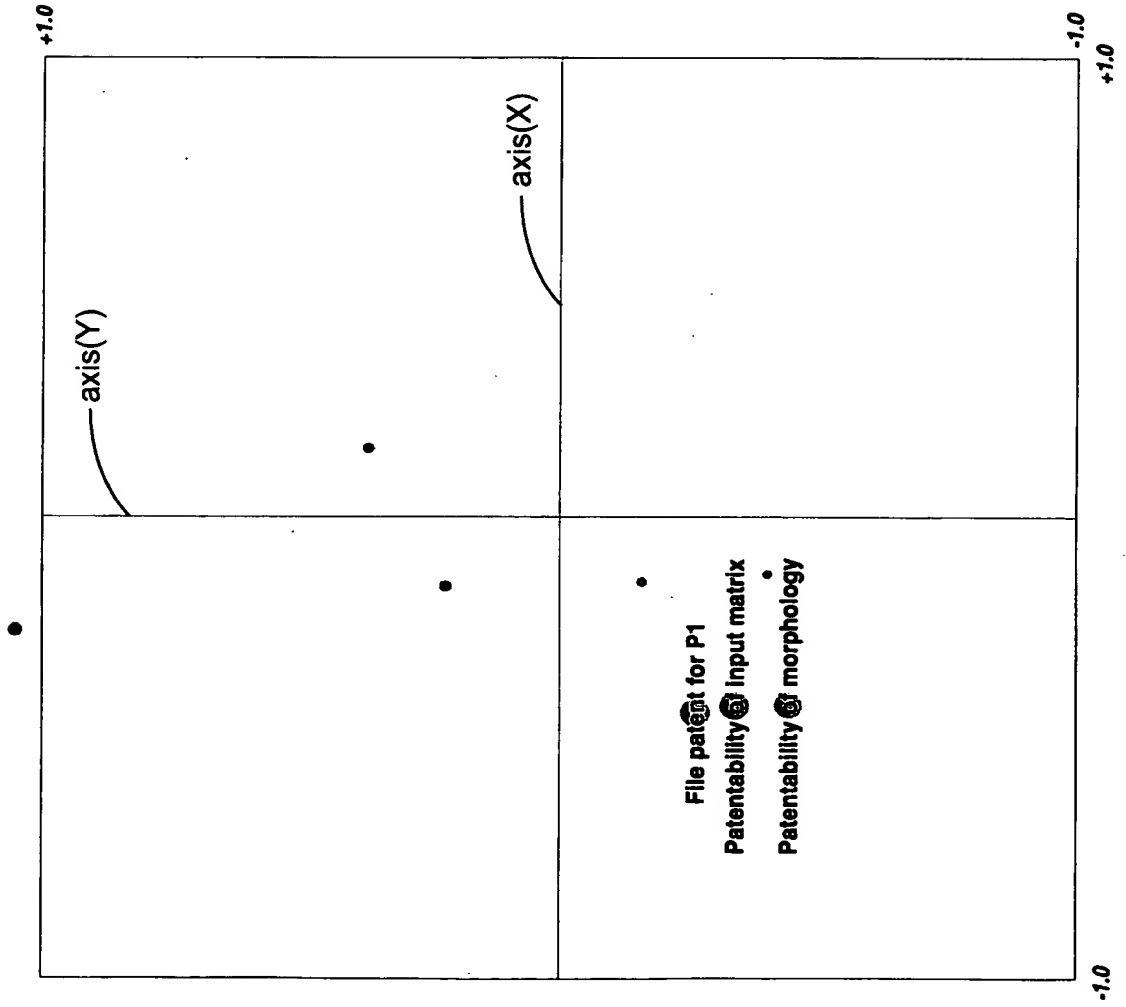


FIG.12 



Brand new demo

Plan for new office

FIG. 13

52

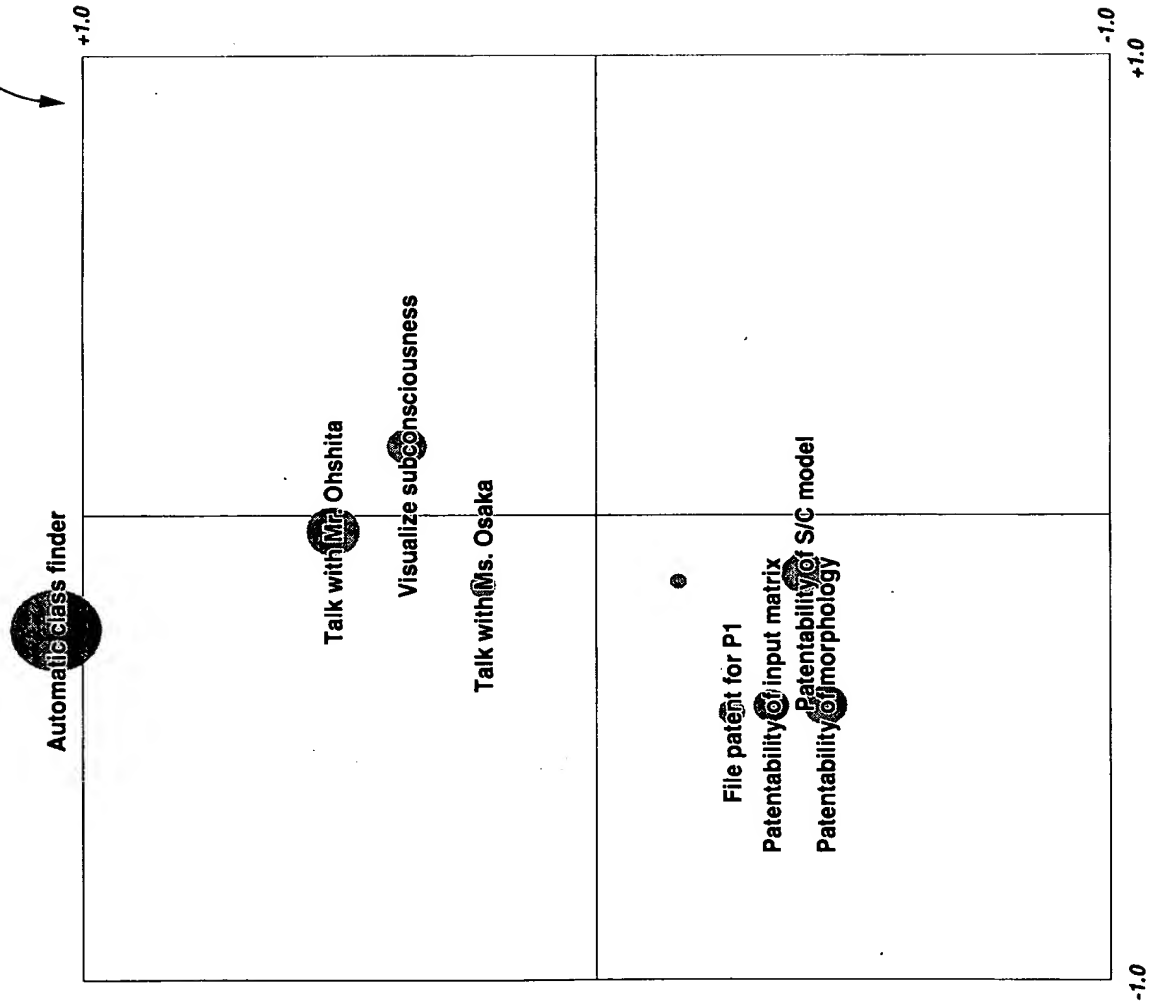
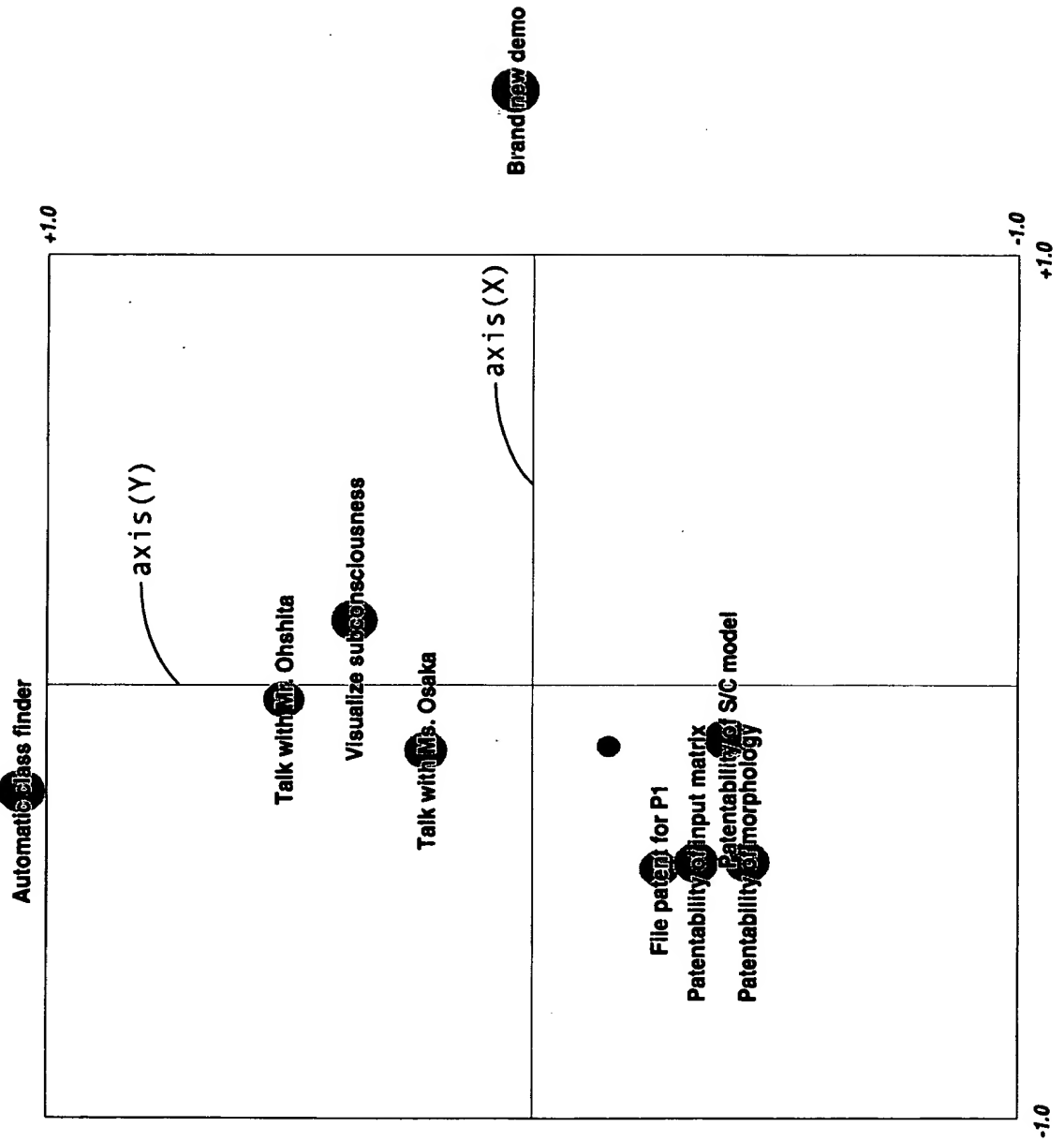


FIG. 14

54



Plan for new office

FIG.15

56

The image shows a screenshot of a software window titled "Item List". The window contains a list of items, each in a separate text box. The items are: TV Exposure, Profit, Engine problem, Sponsorship, Gut feeling, Data to support, Air temperature, Head Gasket, Luck, Success, and Take Risk. Below the list is an empty text box. At the bottom right of the window is a button labeled "Execute".

TV Exposure
Profit
Engine problem
Sponsorship
Gut feeling
Data to support
Air temperature
Head Gasket
Luck
Success
Take Risk

Execute

# FIG.16

58

	TV Exposure	Profit	Engine problem	Sponsorship	Gut feeling	Data to support	Air temperature	Head Gasket	Luck	Success	Take Risk
TV Exposure	3	2	0	2	0	0	0	0	1	2	2
Profit	2	3	2	2	0	0	0	0	2	2	2
Engine problem	0	2	3	2	1	2	2	2	0	2	2
Sponsorship	2	2	2	3	0	0	0	0	1	2	1
Gut feeling	0	0	1	0	3	0	2	2	0	0	0
Data to support	0	0	2	0	0	3	2	2	0	0	1
Air temperature	0	0	2	0	2	2	3	2	1	1	2
Head Gasket	0	0	2	0	2	2	2	3	1	1	2
Luck	1	2	0	1	0	0	1	1	3	0	1
Success	2	2	2	2	0	0	1	1	0	3	0
Take Risk	2	2	2	1	0	1	2	2	1	0	3



# FIG.17

60

Item	Relative marginal frequency	axis #1 (X)			axis #2 (Y)			axis #3 (Z)			Cluster
		Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	
TV Exposure	0.083	-0.890	0.146	0.795	0.115	0.009	0.013	-0.007	0.000	0.000	2
Profit	0.103	-0.701	0.113	0.877	0.045	0.002	0.004	0.089	0.007	0.014	2
Engine problem	0.124	0.190	0.010	0.178	-0.156	0.023	0.119	-0.281	0.088	0.386	3
Sponsorship	0.090	-0.757	0.114	0.816	0.079	0.004	0.009	-0.244	0.048	0.085	2
Gut feeling	0.055	1.266	0.197	0.556	1.107	0.522	0.425	-0.084	0.004	0.002	1
Data to support	0.069	0.846	0.110	0.480	-0.848	0.383	0.482	-0.062	0.002	0.003	3
Air temperature	0.103	0.700	0.113	0.880	0.006	0.000	0.000	0.077	0.006	0.011	3
Head Gasket	0.103	0.700	0.113	0.880	0.006	0.000	0.000	0.077	0.006	0.011	3
Luck	0.069	-0.458	0.032	0.174	0.128	0.009	0.014	0.936	0.544	0.726	2
Success	0.090	-0.510	0.052	0.384	0.107	0.008	0.017	-0.548	0.242	0.443	2
Take Risk	0.110	-0.048	0.001	0.009	-0.220	0.041	0.199	0.232	0.053	0.221	2
TV Exposure	0.083	-0.890	0.146	0.795	0.115	0.009	0.013	-0.007	0.000	0.000	2
Profit	0.103	-0.701	0.113	0.877	0.045	0.002	0.004	0.089	0.007	0.014	2
Engine problem	0.124	0.190	0.010	0.178	-0.156	0.023	0.119	-0.281	0.088	0.386	3
Sponsorship	0.090	-0.757	0.114	0.816	0.079	0.004	0.009	-0.244	0.048	0.085	2
Gut feeling	0.055	1.266	0.197	0.556	1.107	0.522	0.425	-0.084	0.004	0.002	1
Data to support	0.069	0.846	0.110	0.480	-0.848	0.383	0.482	-0.062	0.002	0.003	3
Air temperature	0.103	0.700	0.113	0.880	0.006	0.000	0.000	0.077	0.006	0.011	3
Head Gasket	0.103	0.700	0.113	0.880	0.006	0.000	0.000	0.077	0.006	0.011	3
Luck	0.069	-0.458	0.032	0.174	0.128	0.009	0.014	0.936	0.544	0.726	2
Success	0.090	-0.510	0.052	0.384	0.107	0.008	0.017	-0.548	0.242	0.443	2
Take Risk	0.110	-0.048	0.001	0.009	-0.220	0.041	0.199	0.232	0.053	0.221	2

FIG. 18

62

Gut feeling

+1.0

axis(Y)

axis(X)

Ahead of Gasket

TV Exposure  
Sponsorship  
Product Success

Engine Problem  
Take Risk

Data Support

-1.0

-1.0

+1.0

FIG. 19

64

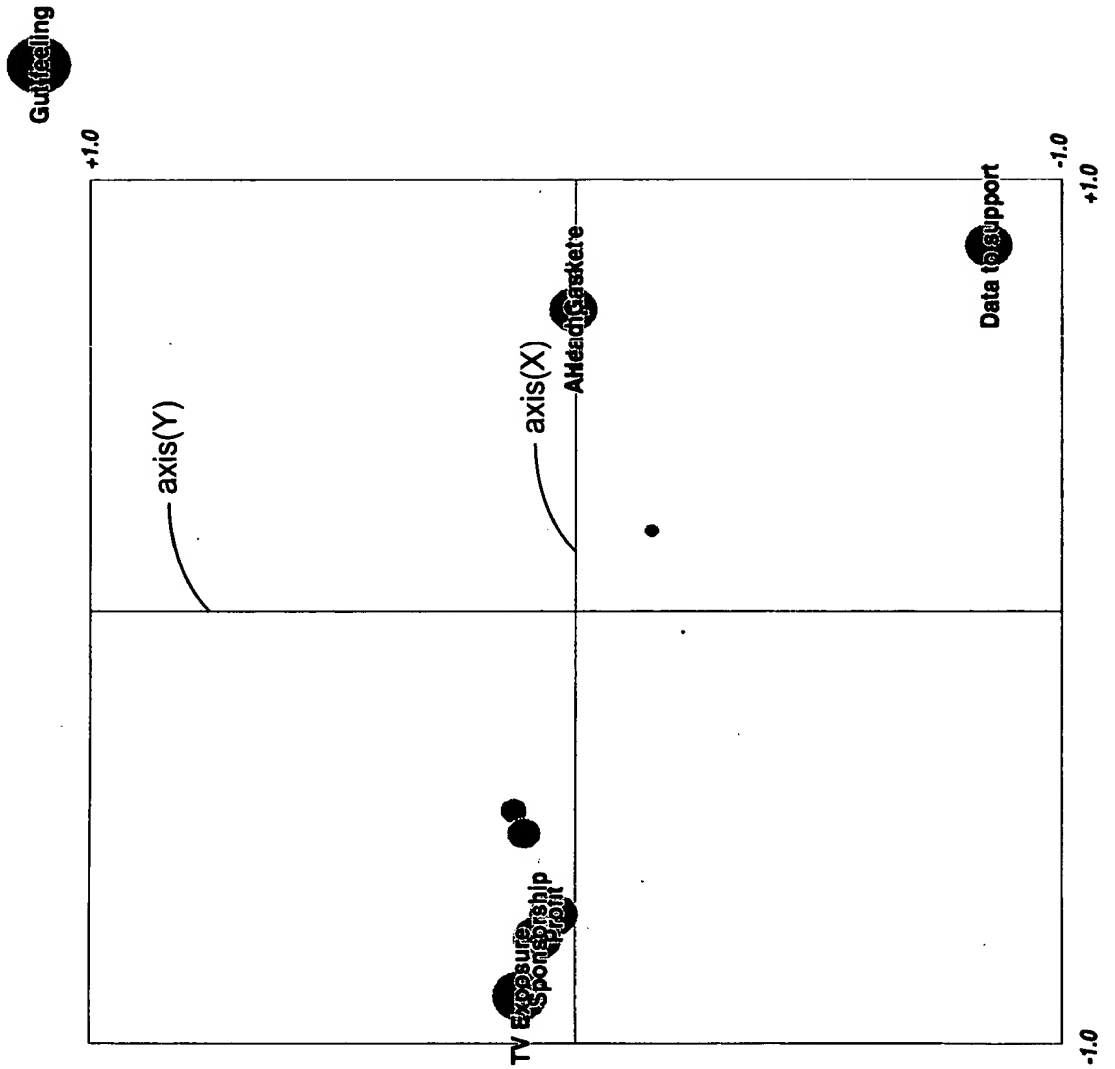


FIG. 20

66

cut feeling

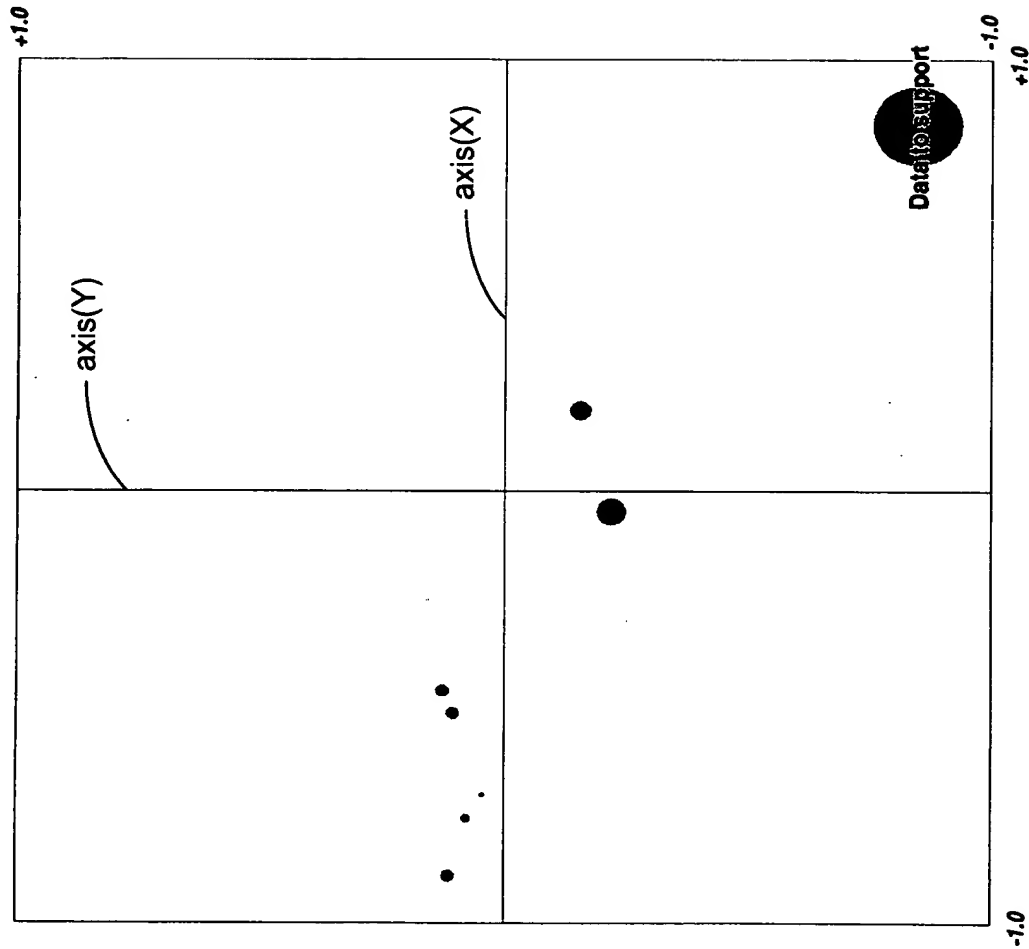
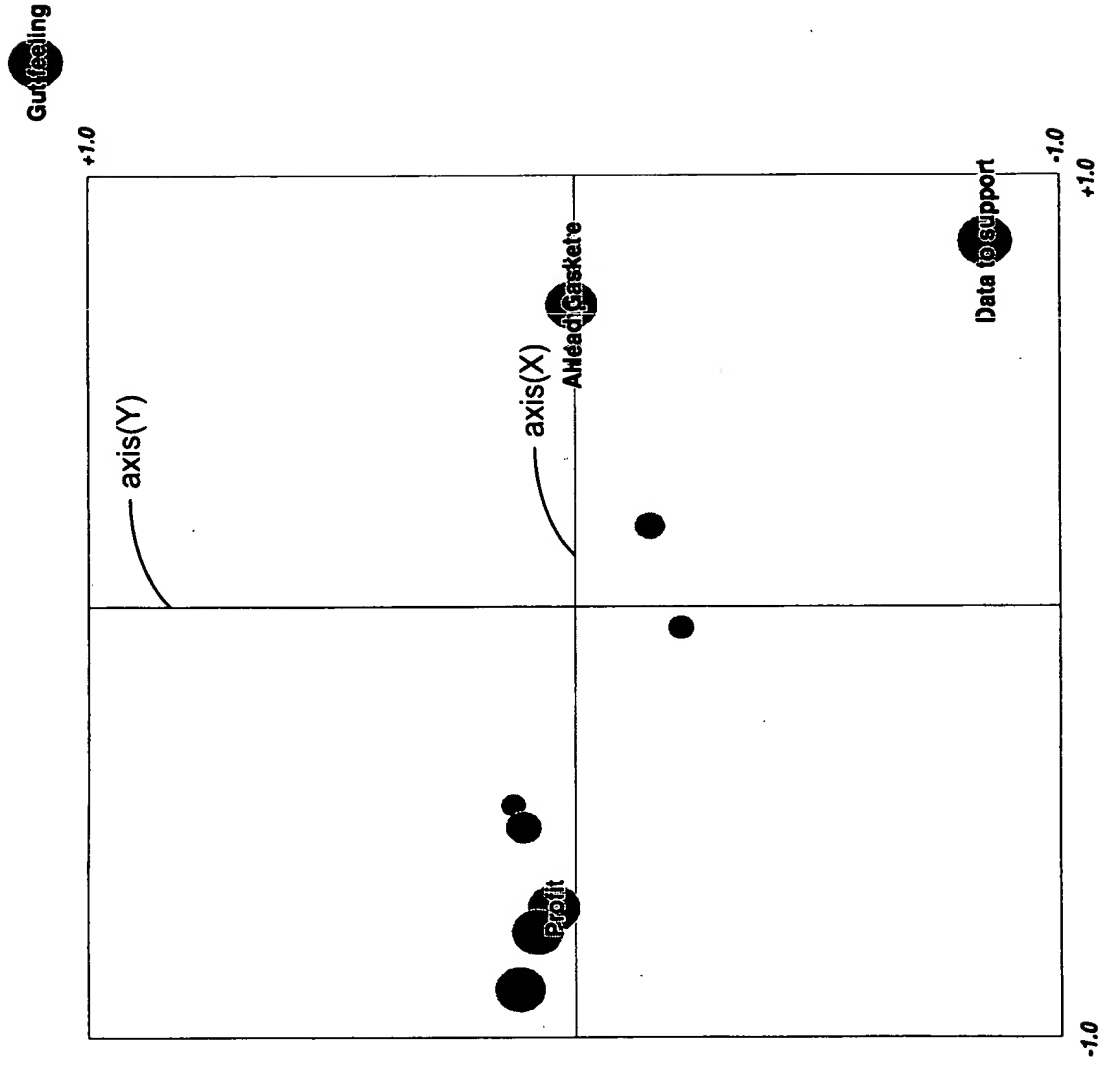


FIG.21

68





# FIG.23

76

	TV Exposure	Profit	Engine problem	Sponsorship	Gut feeling	Data to support	Air temperature	Head Gasket	Luck	Success	Take Risk
TV Exposure	6	4	1	4	0	0	0	0	1	3	3
Profit	4	6	2	4	0	0	1	1	4	4	4
Engine problem	1	2	6	3	2	4	4	4	0	3	4
Sponsorship	4	4	3	6	0	0	0	0	2	4	2
Gut feeling	0	0	2	0	6	0	3	3	1	1	1
Data to support	0	0	4	0	0	6	3	3	1	1	2
Air temperature	0	1	4	0	3	3	6	3	1	2	3
Head Gasket	0	1	4	0	3	3	3	6	1	1	3
Luck	1	4	0	2	1	1	1	1	6	1	2
Success	3	4	3	4	1	1	2	1	1	6	1
Take Risk	3	4	4	2	1	2	3	3	2	1	6

FIG. 24

Item	Relative marginal frequency	axis #1 (X)			axis #2 (Y)			axis #3 (Z)			Cluster
		Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	
TV Exposure	0.083	-0.907	0.173	0.819	-0.022	0.000	0.000	-0.246	0.057	0.060	1
Profit	0.103	-0.623	0.111	0.893	0.067	0.004	0.010	0.158	0.032	0.057	1
Engine problem	0.124	0.323	0.033	0.500	-0.223	0.050	0.238	-0.191	0.051	0.175	2
Sponsorship	0.090	-0.789	0.149	0.865	-0.022	0.000	0.001	-0.194	0.040	0.052	1
Gut feeling	0.055	0.905	0.133	0.425	1.015	0.532	0.535	-0.237	0.041	0.029	2
Data to support	0.069	0.742	0.105	0.453	-0.747	0.339	0.460	0.209	0.037	0.036	2
Air temperature	0.103	0.662	0.109	0.837	0.015	0.000	0.000	-0.037	0.002	0.003	2
Head Gasket	0.103	0.726	0.126	0.854	0.017	0.000	0.000	0.032	0.001	0.002	2
Luck	0.069	-0.369	0.026	0.137	0.325	0.064	0.106	0.852	0.618	0.729	1
Success	0.090	-0.383	0.038	0.415	-0.005	0.000	0.000	-0.306	0.108	0.266	1
Take Risk	0.110	-0.005	0.000	0.000	-0.100	0.010	0.075	0.100	0.013	0.074	1
TV Exposure	0.083	-0.907	0.173	0.819	-0.022	0.000	0.000	-0.246	0.057	0.060	1
Profit	0.103	-0.623	0.111	0.893	0.067	0.004	0.010	0.158	0.032	0.057	1
Engine problem	0.124	0.323	0.033	0.500	-0.223	0.050	0.238	-0.191	0.051	0.175	2
Sponsorship	0.090	-0.789	0.149	0.865	-0.022	0.000	0.001	-0.194	0.040	0.052	1
Gut feeling	0.055	0.905	0.133	0.425	1.015	0.532	0.535	-0.237	0.041	0.029	2
Data to support	0.069	0.742	0.105	0.453	-0.747	0.339	0.460	0.209	0.037	0.036	2
Air temperature	0.103	0.662	0.109	0.837	0.015	0.000	0.000	-0.037	0.002	0.003	2
Head Gasket	0.103	0.726	0.126	0.854	0.017	0.000	0.000	0.032	0.001	0.002	2
Luck	0.069	-0.369	0.026	0.137	0.325	0.064	0.106	0.852	0.618	0.729	1
Success	0.090	-0.383	0.038	0.415	-0.005	0.000	0.000	-0.306	0.108	0.266	1
Take Risk	0.110	-0.005	0.000	0.000	-0.100	0.010	0.075	0.100	0.013	0.074	1



80

FIG. 25

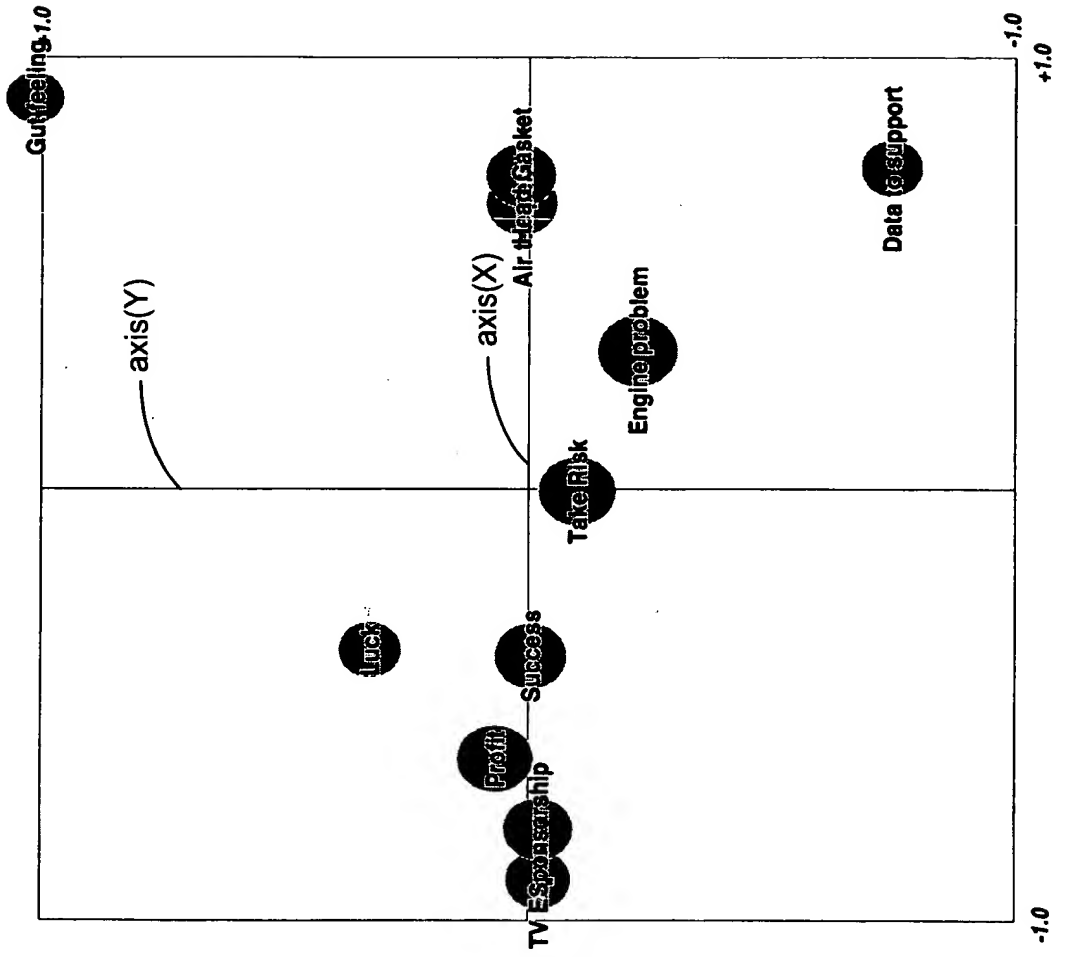
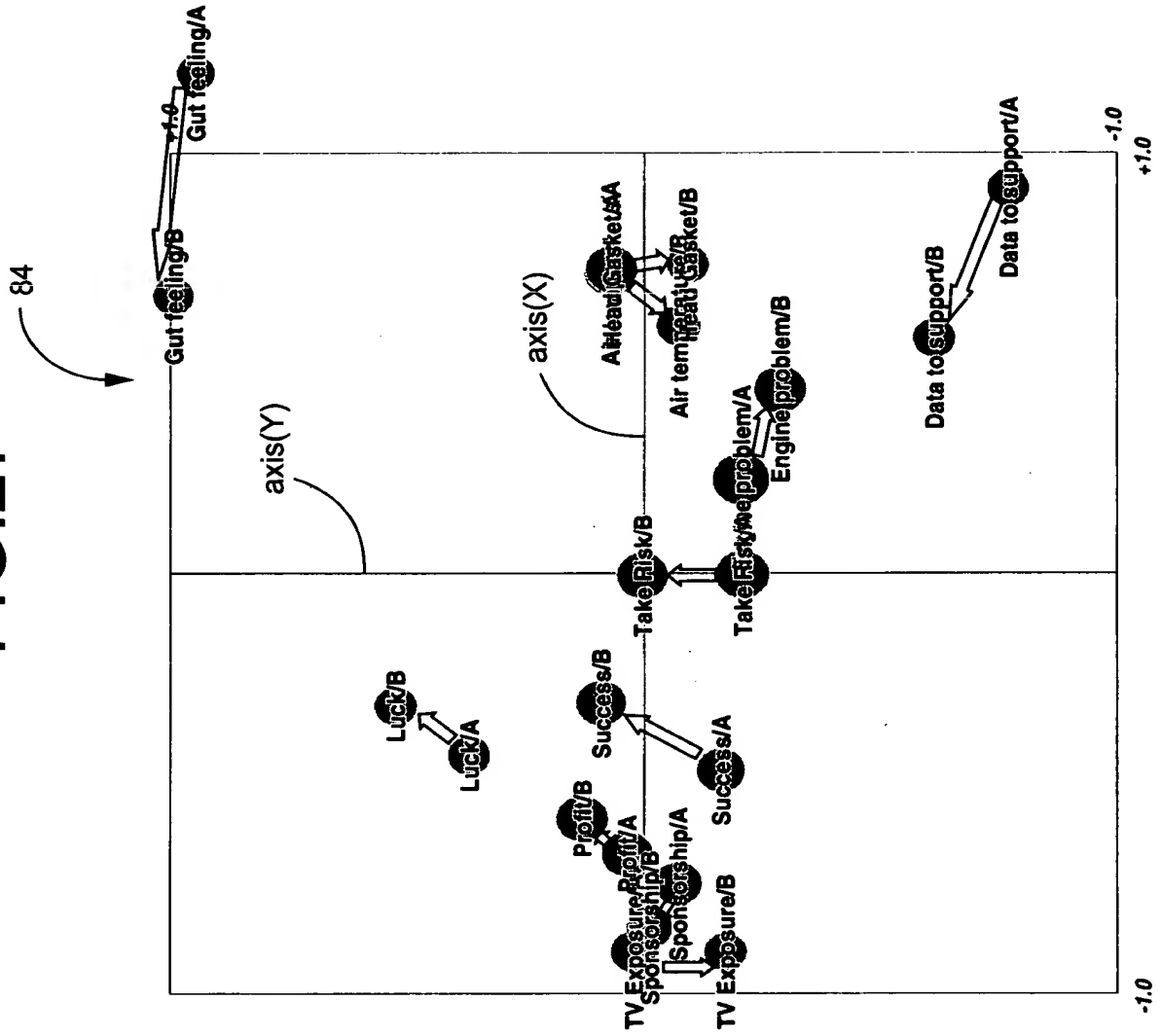


FIG. 26

Item	Relative marginal frequency	axis #1 (X)			axis #2 (Y)			axis #3 (Z)			Cluster
		Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	Coordinate	Absolute contribution	Relative contribution	
TV Exposure/A	0.043	-0.901	0.091	0.834	0.023	0.000	0.001	-0.099	0.005	0.010	1
Profit/A	0.054	-0.667	0.062	0.853	0.037	0.001	0.003	0.105	0.006	0.021	1
Engine problem/A	0.065	0.227	0.009	0.251	-0.206	0.023	0.206	-0.127	0.011	0.078	2
Sponsorship/A	0.047	-0.739	0.066	0.807	-0.072	0.002	0.008	-0.199	0.020	0.059	1
Gut feeling/A	0.029	1.189	0.105	0.511	0.947	0.211	0.324	-0.584	0.103	0.123	2
Data to support/A	0.036	0.916	0.078	0.548	-0.770	0.174	0.387	0.224	0.019	0.033	2
Air temperature/A	0.054	0.714	0.071	0.898	0.074	0.002	0.010	0.079	0.004	0.011	2
Head Gasket/A	0.054	0.721	0.073	0.900	0.071	0.002	0.009	0.084	0.004	0.012	2
Luck/A	0.036	-0.432	0.017	0.162	0.372	0.041	0.120	0.736	0.205	0.470	1
Success/A	0.047	-0.467	0.026	0.337	-0.163	0.010	0.041	-0.491	0.119	0.373	1
Take Risk/A	0.058	-0.003	0.000	0.000	-0.209	0.021	0.160	0.088	0.005	0.028	1
TV Exposure/B	0.036	-0.901	0.076	0.669	-0.173	0.009	0.025	-0.442	0.074	0.161	1
Profit/B	0.054	-0.582	0.047	0.722	0.133	0.008	0.037	0.160	0.015	0.055	1
Engine problem/B	0.054	0.439	0.027	0.558	-0.288	0.037	0.240	-0.168	0.016	0.081	2
Sponsorship/B	0.043	-0.843	0.079	0.895	-0.011	0.000	0.000	-0.163	0.012	0.033	1
Gut feeling/B	0.033	0.659	0.036	0.274	0.994	0.261	0.625	-0.181	0.011	0.021	2
Data to support/B	0.036	0.560	0.029	0.279	-0.614	0.111	0.335	0.478	0.087	0.204	2
Air temperature/B	0.040	0.589	0.036	0.542	-0.073	0.002	0.008	-0.172	0.012	0.046	2
Head Gasket/B	0.036	0.734	0.050	0.589	-0.093	0.003	0.009	-0.105	0.004	0.012	2
Luck/B	0.036	-0.315	0.009	0.082	0.526	0.081	0.228	0.835	0.264	0.575	1
Success/B	0.051	-0.308	0.012	0.303	0.093	0.004	0.028	-0.076	0.003	0.018	1
Take Risk/B	0.054	-0.005	0.000	0.000	0.004	0.000	0.000	0.073	0.003	0.049	1

FIG. 27



# FIG.28

86

	TV Exposure	Profit	Engine problem	Sponsorship	Gut feeling	Data to support	Air temperature	Head Gasket	Luck	Success	Take Risk
TV Exposure	0	0	-1	0	0	0	0	0	1	1	1
Profit	0	0	2	0	0	0	-1	-1	0	0	0
Engine problem	-1	2	0	1	0	0	0	0	0	1	0
Sponsorship	0	0	1	0	0	0	0	0	0	0	0
Gut feeling	0	0	0	0	0	0	1	1	-1	-1	-1
Data to support	0	0	0	0	0	0	1	1	-1	-1	0
Air temperature	0	-1	0	0	1	1	0	1	1	0	1
Head Gasket	0	-1	0	0	1	1	1	0	1	1	1
Luck	1	0	0	0	-1	-1	1	1	0	-1	0
Success	1	0	1	0	-1	-1	0	1	-1	0	-1
Take Risk	1	0	0	0	-1	0	1	1	0	-1	0